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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018 / 2019 SESSION

DCS5148 – INTRODUCTION TO INFORMATION SYSTEMS

(Diploma Students Only)

7 MARCH 2019
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections only.
2. For section A, shade your answers on the OMR form provided.
3. For section B, write your answers in the answer booklet provided.
4. Answer ALL questions.

SECTION A: Multiple Choice Questions [30 Marks]

1. Wonder Taste, a new fine-dining restaurant, is having difficulty in creating a supportive work attitude within the organisation. This is a business problem that falls into the _____.
 - a. people dimension
 - b. technology dimension
 - c. management dimension
 - d. organisational dimension
2. The average number of movie tickets sold at Golden Screen Cinemas Sdn. Bhd. at a particular price is an example of _____.
 - a. input
 - b. meaningful information
 - c. output
 - d. feedback
3. All of the following describe the effects of globalisation **EXCEPT** _____.
 - a. significant decreases in operating costs
 - b. reduction of labour costs through outsourcing
 - c. increases in transaction costs
 - d. ability to find low-cost suppliers
4. The fundamental set of assumptions, values, and ways of doing things that has been accepted by most of a company's members is called its _____.
 - a. culture
 - b. critical thinking
 - c. environment
 - d. business process
5. Developing promotional campaigns and roadshows at various locations are activities associated with the _____ function.
 - a. finance and accounting
 - b. sales and marketing
 - c. human resources
 - d. technology
6. Which of the following is an example of immediate environmental factor?
 - a. Technology and science.
 - b. Politics.
 - c. Competitors.
 - d. Economy.
7. DSS and MIS are systems commonly used by _____.
 - a. external vendors
 - b. factory operators
 - c. senior managers
 - d. middle managers
8. Which of the following is **NOT** a type of enterprise applications?
 - a. Supply chain management systems.
 - b. Knowledge management systems.
 - c. Genetic algorithm systems.
 - d. Customer relationship management systems.

Continued ...

9. Which of the following can force a business and its competitors to compete on price alone?
- a. Transparent marketplace.
 - b. Demand control.
 - c. High product differentiation.
 - d. Poor process efficiency.
10. The most successful solutions or methods for achieving a business objective are called _____.
- a. business functions
 - b. best practices
 - c. core processes
 - d. benchmarking
11. The Spider-Man movies have had led to other merchandising in the market such as toys, clothes, playstation, and DVDs. This is an example of _____.
- a. synergy
 - b. core competency
 - c. virtual company
 - d. network economies
12. _____ systems are those in which development occurs at the home base, but operations are handed over to independent units in foreign locations.
- a. Duplicated
 - b. Transnational
 - c. Multinational
 - d. Networked
13. _____ is the first step in Business Process Management.
- a. Improve design quality and precision
 - b. Identify processes for change
 - c. Analyse existing processes
 - d. Identify synergies
14. A marketplace extended beyond traditional boundaries and removed from a temporal and geographic location is called a(n) _____.
- a. online hub
 - b. viral marketing
 - c. exchange
 - d. marketspace
15. In planning an effective e-commerce presence, you will want to consider the blog platform as part of your _____ presence.
- a. community
 - b. offline media
 - c. social media
 - d. email
16. What is the primary benefit of disintermediation to consumers?
- a. Lower costs.
 - b. Higher quality.
 - c. More choices.
 - d. Faster delivery.
17. Amazon.com is known primarily for its use of which of the following business models?
- a. Portal.
 - b. E-tailer.
 - c. Content provider.
 - d. Market creator.

Continued ...

18. A type of decision that is made by following a definite procedure is called a(n) _____ decision.
- a. unstructured
 - b. structured
 - c. semi-structured
 - d. indefinite
19. Decision whether to expand a company's product lines to global market is done by _____.
- a. functional management
 - b. middle management
 - c. operational management
 - d. senior management
20. Which phase of decision making finds or recognises a problem?
- a. Design.
 - b. Choice.
 - c. Intelligence.
 - d. Definition.
21. Expert systems are used when _____.
- a. expertise is in short supply and needs to be captured
 - b. predictions for the future are required
 - c. patterns of consumer behaviour need to be investigated
 - d. big data needs to be analysed
22. Which is the final step in developing a new information system?
- a. Defining the problem.
 - b. Implementing the system.
 - c. Programming.
 - d. Feasibility study.
23. The oldest method for building information systems is _____.
- a. RAD
 - b. JAD
 - c. object-oriented development
 - d. the systems development life cycle
24. _____ is a stand-alone application designed to run on a specific mobile platform and device.
- a. HTML5
 - b. A mobile browser
 - c. A native app
 - d. A PERT chart
25. All of the following are types of information systems general controls **EXCEPT** _____.
- a. software controls
 - b. administrative controls
 - c. application controls
 - d. hardware controls
26. When an unauthorised person gains access to a database containing your private information, this is an example of _____.
- a. identity theft
 - b. pharming
 - c. spoofing
 - d. phishing

Continued ...

27. _____ identify the access points in a Wi-Fi network.
- a. URLs
 - b. SSIDs
 - c. NICs
 - d. UTM's
28. A man steals from a grocery store in order to feed his starving family. Which of the following **BEST** expresses the utilitarian principle in evaluating this situation?
- a. His action is wrong, because the grocery store owner is harmed.
 - b. His action is wrong, because if everyone were to do this, the concept of personal property is defeated.
 - c. His action is acceptable, because the grocer suffers the least harm.
 - d. His action is acceptable, because the higher social value is the survival of the family.
29. When a cookie is downloaded during a website visit, it is stored _____.
- a. in the browser's application settings
 - b. on the hard drive of the visitor's computer
 - c. on the website's server
 - d. on the ISP's servers
30. Which of the following is the world's largest collector of online user data?
- a. Google.
 - b. Yahoo.
 - c. Facebook.
 - d. Apple.

SECTION B: Structured Questions [70 Marks]

QUESTION 1

- (a) A number of factors are leading to a growing emphasis on collaboration in the organisations. State and explain **FOUR (4)** of these factors. (8 marks)
 - (b) Give **FOUR (4)** examples of collaboration tools or technologies. (4 marks)
 - (c) Investment in collaboration technology can return large rewards to an organisation. Briefly explain **THREE (3)** benefits of collaboration. (3 marks)
 - (d) Briefly describe the **FIVE (5)** basic business entities. (5 marks)
- (Total: 20 marks)

Continued ...

QUESTION 2

- (a) Aqua Verse Sdn. Bhd. has assigned you to integrate a balanced scorecard framework into a system to measure the firm's performance.
- (i) List down the **FOUR (4)** dimensions of the balanced scorecard that you would include in the system. (4 marks)
 - (ii) Give **TWO (2)** key performance indicators for each of the dimension stated in (i). (8 marks)
- (b) Provide the **SIX (6)** elements that make up a business intelligence environment. (6 marks)
- (c) State **TWO (2)** examples of *semi-structured knowledge*. (2 marks)
- (Total: 20 marks)

QUESTION 3

- (a) Various types of malware threaten information systems and computers. State and explain **FOUR (4)** types of malware. (8 marks)
- (b) Explain the **THREE (3)** differences between a hacker and a cracker. (6 marks)
- (c) Provide **FOUR (4)** security issues for mobile platforms. (4 marks)
- (d) Briefly explain the differences between *disaster recovery planning* and *business continuity planning*. (2 marks)
- (Total: 20 marks)

QUESTION 4

- (a) Briefly describe the **FIVE (5)** key technology trends that raise ethical issues. (5 marks)
- (b) Outline **FIVE (5)** differences of a digital book compared with a physical book. (5 marks)
- (Total: 10 marks)

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